

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for:

Sean Patrick Nolan

Serial No. 10/728,663

Filed: 12-04-2003

For: **METHOD AND SYSTEM FOR
AUTOMATING KEYWORD
GENERATION, MANAGEMENT, AND
DETERMINING EFFECTIVENESS**

Examiner: Fawaad Haider

Art Unit: 3627

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action dated September 3, 2008, in connection with the above referenced patent application, Applicant respectfully requests reconsideration in view of the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this paper is being transmitted online via EFS Web to the Patent and Trademark Office, Commissioner for Patents, Post Office Box 1450, Alexandria, Virginia 22313-1450, on November 3, 2008.

Kathleen S. Lister 11/3/08
Kathleen S. Lister November 3, 2008